

Mayor Gene Winstead
1800 W. Old Shakopee Rd.
Bloomington, MN 55431

Dear Tree City USA Supporter,

On behalf of the Arbor Day Foundation, I write to congratulate Bloomington on earning recognition as a 2015 Tree City USA. Residents of Bloomington should be proud to live in a community that makes the planting and care of trees a priority.

Bloomington is one of more than 3,400 Tree City USAs, with a combined population of 140 million. Started in 1976, The Tree City USA program, sponsored by the Arbor Day Foundation in partnership with the U.S. Forest Service and the National Association of State Foresters, is celebrating its 40th Anniversary this year. In honor of this milestone a national public awareness campaign is being executed across the country including a strong emphasis on media relations and a social media contest which are referenced in the tool kit received by your state coordinators.

As a result of your commitment to effective urban forest management, you already know that trees are vital to the public infrastructure of cities and towns throughout the country, providing numerous environmental, social and economic benefits. In fact, trees are the one piece of community infrastructure that actually increases in value over time.

We hope you are excited to share this accomplishment. Enclosed in this packet is a press release for your convenience as you prepare to contact local media and the public.

State foresters are responsible for the presentation of the Tree City USA flag and other materials. We will forward information about your awards to your state forester's office to coordinate presentation. It would be especially appropriate to make the Tree City USA award a part of your community's Arbor Day ceremony.

Again, we celebrate your commitment to the people and trees of Bloomington and thank you for helping to create a healthier planet for all of us.

Best Regards,



Dan Lambe
President

cc: Dave Hanson

enclosure

For more information, contact:
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FOR IMMEDIATE RELEASE:

Arbor Day Foundation Names Bloomington Tree City USA

Bloomington, MN was named a 2015 Tree City USA by the Arbor Day Foundation in honor of its commitment to effective urban forest management.

Started in 1976, the Tree City USA program, sponsored by the Arbor Day Foundation, in partnership with the U.S. Forest Service and the National Association of State Foresters is celebrating its 40th Anniversary this year.

Bloomington achieved Tree City USA recognition by meeting the program's four requirements: a tree board or department, a tree-care ordinance, an annual community forestry budget of at least \$2 per capita and an Arbor Day observance and proclamation.

"Tree City USA communities see the impact an urban forest has in a community first hand," said Dan Lambe, President of the Arbor Day Foundation. "Additionally, recognition brings residents together and creates a sense of community pride, whether it's through volunteer engagement or public education."

Trees provide multiple benefits to a community when properly planted and maintained. They help to improve the visual appeal of a neighborhood, increase property values, reduce home cooling costs, remove air pollutants and provide wildlife habitat, among many other benefits.

More information on the program is available at arborday.org/TreeCityUSA.

About the Arbor Day Foundation: The Arbor Day Foundation is a million member nonprofit conservation and education organization with the mission to inspire people to plant, nurture, and celebrate trees. More information is available at arborday.org.